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blishers eye '90s woman —Page 6

A short, sad creative story —Page 44

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December 5, 1988

Advertising Age

Crain's International Newspaper of Marketing. In Two Sections. Section 1.

Last Minute News

BK's Lavely may be out

MIAMI—Burger King early this week is expected to announce the possible departure of Exec VP-Marketing Anthony Lavely, sources close to the company said. Franchisees' complaints about Burger King's response to their marketing problems led to the move, sources said. Mr. Lavely, 45, has been the chief proponent of replacing N W Ayer, New York, on Burger King's $200 million account, so his departure is viewed as a positive sign for the agency. His close ties to Foote, Cone & Belding, Chicago, from his days as senior VP-marketing at Jerrico, led to speculation that FCB would soon wrest the account from Ayer (AA, Nov. 21). Mr. Lavely's possible replacement couldn't be determined; a company spokeswoman wouldn't confirm or deny the report.

Hearst plans new magazine

NEW YORK—Hearst Corp. will launch a new home magazine in May 1989 called *American Home*. John Mack Carter, Hearst's director-magazine development, described *American Home* as a home service magazine, targeting an upscale audience and fo-

(Continued on Page 8)

RJR's brands: Bidding begins

An Advertising Age roundup

The auction of RJR Nabisco has only just begun, and with it could come plummeting ad budgets and the cancellation of new products—among them, sources predict, the controversial Premier "smokeless" cigarette.

Procter & Gamble Co., Ralston Purina Co., Quaker Oats Co., Nestle SA and others are lining up to grab such brands as Planters, Del Monte, Fleischmann's and Milk Bone.

Kohlberg Kravis Roberts & Co., which emerged the victor in a bloody battle for the food and tobacco giant, said it plans to sell off at least $5 billion in blue-chip brands.

Last week, Kohlberg Kravis won a bidding war by agreeing to pay a record $25 billion in a leveraged buyout for the marketer of such well-known brands as Oreo cookies and Winston cigarettes.

Of the brands that will remain under Kohlberg Kravis—believed to include the cookie/cracker and the cash-rich tobacco businesses—there likely will be massive advertising cuts to service debt from the mammoth transaction.

RJR Nabisco ranked No. 5 among ADVERTISING AGE Leading National Advertisers with 1987 ad spending of $639.6 million.

"The extraordinary irony is we've never had such proof of the value of brands, but the problem with an LBO is that the brands they paid tremendous money for are going to be starved [in terms of ad support] to service the debt," a source close to RJR Nabisco said.

In fact, observers said tobacco ad spending in general is set to take a nose dive.

"Between RJR Nabisco and Philip Morris [acquiring Kraft for $13 billion], it's safe to say ad expenditures in the tobacco industry will be coming down,"

(Continued on Page 65)

Saatchi has advertisers' eye

By THOMAS J. TYRER

Saatchi & Saatchi Advertising, which has quickly seized a sizable portion of U.S. ad spending, is beginning to score big in advertisers' share of mind as well.

According to Agency Watch, ADVERTISING AGE's quarterly survey of company advertising directors, Saatchi now ranks second only to J. Walter Thompson Co. in top-of-mind awareness.

In the latest Agency Watch survey, conducted during the third quarter this year, 12% of the 300 advertising executives polled answered Saatchi when asked which agency first came to mind. That was Saatchi's highest score yet for that question and gave the agency the No. 2 spot for the second straight quarter.

JWT, which has dominated the awareness category since Agency Watch began in the fourth quarter of 1984, was named the agency that first comes to mind by 23.4% of the respondents.

Ogilvy & Mather Worldwide was third with a score of 11.7%, followed by Young & Rubicam with 9% and BBDO Worldwide with 8.4%.

Saatchi's rise to the ranks of agencies that company ad executives consider the country's best is equally impressive.

In the latest survey, 3% of those surveyed said Saatchi was the best overall agency in the country, tying it for fourth place with Foote, Cone & Belding Communications.

That's the first time Saatchi has cracked Agency Watch's top five "best" agencies. Saatchi entered the U.S. in 1982 and in 1987 reported gross U.S. billings of $2.19 billion.

Ranking ahead of Saatchi and FCB as best overall agencies were JWT, No. 1 with a score of 7%; O&M, 4.4%; and Y&R, 3.7%.

JWT's score marks a rebound from its slump to 3.3% in the second quarter (AA, Aug. 15).

O&M, on the other hand, recorded its lowest best-agency score yet.

O&M and JWT have held the survey's No. 1 and No. 2 positions in every quarter.

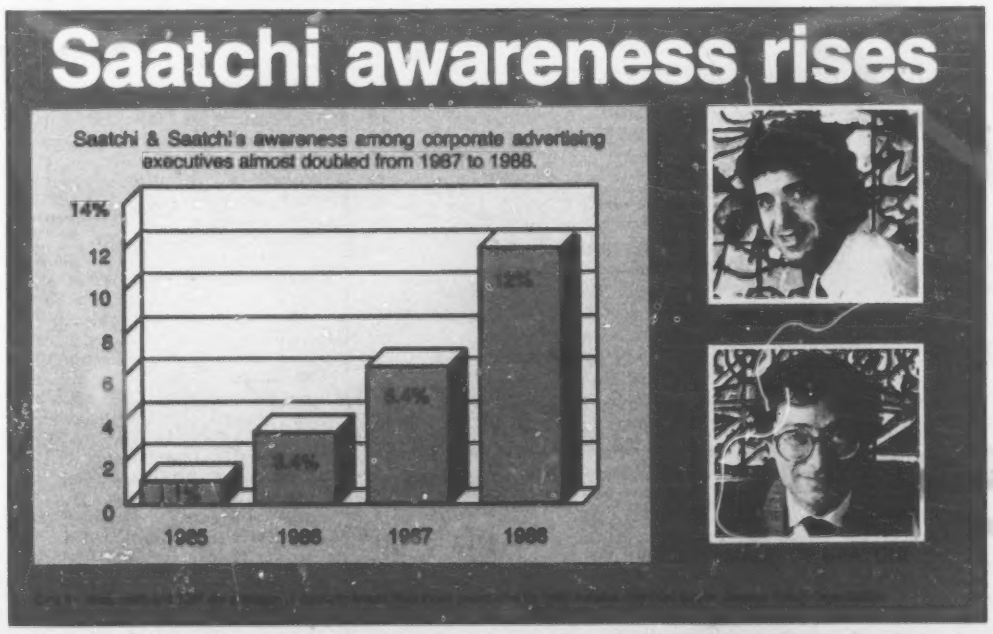
Saatchi also scored well in other areas. It was named the country's hottest agency by 4.4% of those questioned, which tied it for second in that category with Chiat/Day.

Hal Riney & Partners extended its streak as the hottest agency to a full year with a score of 5.4%.

Although it didn't rank higher than fifth in any of the six specific agency attributes monitored by Agency Watch, Saatchi tied or topped its previous best scores for those attributes.

The agency's best showings were in top management, where it was No. 5 with a score of 2.7%, and in marketing and account executives, in each of which it tied

(Continued on Page 68)



Saatchi's earnings aren't so showy this year—Page 68

NBC to cut Olympic clutter

By VERNE GAY

NEW YORK—NBC-TV might have fewer commercials in its 1992 telecast of the Summer Olympics following widespread criticism among viewers and advertisers that ad "clutter" in the 1988 Games resulted in lower-than-expected ratings.

In announcing NBC's record-breaking winning $401 million bid to telecast the '92 Summer Games, NBC President Robert Wright said the network had "learned" from its experience in Seoul, the site of the 1988 Summer Games.

The bid for the '92 Games in Barcelona, Spain, is up 33.7% over the '88 bid of about $300 million.

"We made mistakes [with the production], we learned a lot and we will try to minimize the commercial load," Mr. Wright said. The network would "certainly" not run any more commercial time, but it likely would have fewer commercials every hour, he added.

R. Wright

Constricting the commercial load hypothetically leads to higher commercial rates, but Mr. Wright said the network intends to limit advertiser costs. He said costs would parallel the rate of inflation over the next four years of about 5% to 6% annually.

During the Seoul Games, advertisers paid NBC as much as $300,000 per 30-second spot.

"Even if [NBC] kept the commercial load the same, and the rights are up roughly 30%, and NBC had priced [Seoul] out at as much as $330,000 [per :30], then it seems they'd have to get at least $400,000 a :30," said Lou Schultz, exec VP at Lintas:USA.

During the 1988 Summer Games, NBC ran about 9 minutes an hour of commercials during the Olympics, or 2 minutes more than the typical prime-time load.

Grey Advertising estimated there may have been as much as 15 minutes per hour of "non-program" time, which includes promos, local ads, news bumpers and network commercials.

Critics contended the clutter, among other factors, contributed to lower ratings. NBC averaged just over a 17 rating from A.C. Nielsen Co., or 4 rating points below estimates.

Even with a lower commercial load, NBC won't be forced to pass on the entire cost of its record bid to advertisers. Because of the structure of the deal, Mr. Wright said, he expected affiliates to help shoulder the cost of the telecast, though details haven't been worked out.

In addition, he said cable TV would be part of the deal. NBC is expected to sell broadcast rights of some events to cable networks, while other events would be shown on CNBC, NBC's new cable network.

Steve Leff, vice chairman of Backer Spielvogel Bates, said that both NBC and CBS, broadcaster of the 1992 Winter Games, will try to clean up their broadcasts and "sell them on a higher plane. They can dress them up, provide all sorts of promotional opportunities to advertisers and reduce the appearance of clutter."#

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USAir directs Piedmont ads to land at EPB

By JANET MEYERS

A year after acquiring Piedmont Airlines, USAir has awarded the combined $60 million ad account to Earle Palmer Brown Cos., bidding farewell to longtime Piedmont shop McKinney & Silver.

By next June, the Piedmont name will also be grounded as that carrier is fully merged into USAir.

Last week, the company ran the first joint ad for USAir and Piedmont. Appearing in the *Washington Post*, it touted the flights both Piedmont and USAir offered to the Midwest. Bethesda, Md.-based EPB created the ad.

USAir's advertising philosophy is radically different from Piedmont's.

Ed Colodny, USAir chairman, favors price-oriented rather than image ads, while Piedmont traditionally spent almost twice as much on advertising as USAir and stressed both image and price.

Piedmont's account last year was close to $40 million, but that has dropped to about $30 million this year because the airline has discontinued image campaigns in the wake of its sale to USAir.

Former "M*A*S*H" TV series star McLean Stevenson is Piedmont's celebrity spokesman.

McKinney President Bob Doherty said Piedmont now represents about 25% of the Raleigh, N.C., agency's billings of $120 million. It landed the Southern carrier in 1979, when it was spending only $6 million on advertising.

McKinney will continue to do

(Continued on Page 66)

PSA group linked to founder of 'est'

By SCOTT HUME

CHICAGO—The Chicago chapter of Ad*Net, a national group that develops public service advertising for non-profit organizations, is said to have strong but hidden ties with the founder of "est" self-help seminars.

Two board members have resigned, and one member of a separate "advisory" board, Rance Crain, editor in chief of ADVERTISING AGE, also resigned last week.

In a column in *Crain's Chicago Business*, a sister publication of AD AGE, Mr. Crain said he resigned after members complained they have been heavily recruited by other Ad*Net members to attend The Forum, a for-profit organization run by Werner Erhard & Associates (best known for the "est" seminars).

Mr. Crain said that Ad*Net—which also has chapters in New York and Detroit—has "done several worthwhile projects."

But he said he learned from Ad*Net insiders that "at least two recent prospective not-for-profit clients of Ad*Net—the Chicago Hunger Campaign and Youth-at-Risk—are Erhard enterprises."

In one letter of resignation, an Ad*Net board member wrote, "It is a disservice to the entire membership when our group is being used as a source for new 'participants.' Though I hope it is not true, it appears that Ad*Net Chicago's first agenda is to sell Werner Erhard & Associates." The board member declined to be identified.

In another resignation letter, a board member wrote, "I feel that an [Ad*Net] orientation toward any for-profit group is a conflict of interest with Ad*Net's not-for-profit status. . . .

"I found it appalling that [my objection] was answered with a profane emotional outburst from the president of Ad*Net. . . . That incident finalized my decision." He also declined to be identified.

Barbara J. Carr, New York-based president of Ad*Net, confirmed that two of the seven board members for the Chicago chapter have resigned, but she said she wasn't aware of the reasons they'd given. John Davidoff, president of Ad*Net/Chicago, couldn't be reached for comment.

Mr. Crain said that Mr. Davidoff

(Continued on Page 66)

Premiums on :15s attacked

Upset marketers see trend

By VERNE GAY

NEW YORK—Major advertisers are afraid network premiums for 15-second TV spots in sports and other special programming will spread.

"We're very concerned," said Greg Lincoln, media director for Pillsbury U.S. Foods, a major user of 15-second commercials that plans to introduce two products soon via :15s.

Michael Moors, director of advertising media at K mart Corp., the No. 2 retailer, said K mart would consider dropping :15s if the prices rise too sharply. K mart is a heavy user of 15-second spots.

"I'd find it hard to understand the justification" for premiums, Mr. Moors said. K mart "will have to completely rethink [its] media execution if rates become out of line."

Mr. Moors thinks the recent moves are "part of the overall situation of network TV advertising and [the networks'] decreasing viewer ratings. They're just trying to squeeze a few more dollars out of everything they get."

While major marketers are expected to battle premiums placed on the shorter units, many believe the higher prices ultimately will hurt smaller, or single-brand, advertisers, some of which have launched entire campaigns based on :15s.

That's because these advertisers usually buy the :15s as a standalone unit, rather than as a split 30—a regular 30-second unit within which the advertisers place two short spots. Major package-goods marketers are the most frequent buyers of split 30s, using them to match brands within the unit.

In most instances, the networks charge half the cost of a :30 for a solo :15. But CBS-TV said it would start charging premiums for solo :15s in sports programs (AA, Nov. 28), while ABC has already started charging premiums for solos in "NFL Monday Night Football."

CBS said there were no plans for premiums on :15s in other dayparts.

Carnation Co., which has come to rely more heavily on :15s in recent months, said, "We would become concerned if the precedent becomes established and is carried over into other programming. If they put a premium price on the 15-second spot, it becomes less attractive than it is. If they boosted the price, we

(Continued on Page 63)

World News Roundup

LONDON—Foote, Cone & Belding and French agency group Publicis are jointly opening Media Team International in London, Paris and Zurich to handle international media placement of an estimated $20 million in billings for both agencies, which have already merged in several markets.

BARCELONA—Fasa Renault awarded its $8.8 million Renault R-5 car account to RCP/Saatchi & Saatchi effective next March. Incumbent Lintas:Espana will keep Renault's R-21, R-19, R-11 and R-9 auto models, but RCP is becoming a strong contender for the business (AA, Nov. 21).

HAMBURG—Touristik Union International chose Springer & Jacoby here for its new $8.2 million corporate image account.

ZURICH—Omega has launched Seamaster watch, said to be the first wristwatch featuring a chronometer capable of timing sports events down to 1/100th of a second. Joos & Hefermehl handles.

FRANKFURT, WEST GERMANY—McCann-Erickson won the estimated $8 million pan-European Convesco-Isuzu light commercial vehicle account, formerly with Top Media, Duesseldorf. Convesco is a joint venture of General Motors Europe and Isuzu.

DUESSELDORF—Henkel Kosmetik moved its estimated $7 million line of Fa bath cosmetics to DDB Needham Worldwide from GGK.

HONG KONG—Hyatt International Corp. switched its $2.5 million North Asia corporate account to BBDO Hong Kong from J. Walter Thompson Co.

MEXICO CITY—Pfizer affiliate Compania Distribuidora del Centro switched its $2 million shampoo and hair products account to local shop Augusto Elias from Grey Mexico.

Big shops continue to pare their ad jobs

By GARY LEVIN

NEW YORK—This year is winding up like 1987—another string of months in which total advertising job counts at the nation's 10 largest agencies dwindled.

As a group, the agencies sheared 237 jobs from their rolls in the March-to-November period, according to the latest ADVERTISING AGE employment survey. Total advertising employment at those agencies fell to 20,345, off 1.2% from last spring.

The tally counts professional and support positions directly involved in advertising activity. Recruitment, public relations and other ancillary units aren't included.

Between March and November, seven of the top 10 shops cut staffs by anywhere from 0.9% to 6.4%,

(Continued on Page 63)

Who's tightening up staff

Staffing at the top 10 U.S. advertising agencies, ranked by employment, fell 1.2% to 20,345 in November from 20,582 last March. Figures are total agency employment, excluding public relations and consulting. March ranking in parentheses. *Source:* The agencies cited.

	March 1988	Nov. 1988	Change
1. Young & Rubicam (1)	3,050	3,017	−1.1%
2. Foote, Cone & Belding (2)	2,368*	2,346	−0.9
3. Ogilvy & Mather (3)	2,398	2,286**	−4.7
4. Leo Burnett USA (4)	1,935*	2,015	4.1
5. J. Walter Thompson USA (6)	1,902	1,996	4.9
6. Grey Advertising (5)	2,009	1,927	−4.1
7. McCann-Erickson (7)	1,765	1,799	1.9
8. Saatchi & Saatchi DFS (9)	1,700	1,660	−2.4
9. DMB&B (10)	1,697	1,653	−2.6
10. BJK&E (8)	1,758***	1,646**	−6.4

*Figures for this time period were restated from those earlier reported
**As of Sept. 30, 1988 ***As of Feb. 1, 1988

Santa Claus looks like his old familiar self in a 1932 ad for Coca-Cola (top). But by 1985, the Galleria mall had him pretty punked out (bottom l.)—and now we've got Crazy Eddie's infamous spokesman, Jerry Carroll, doing a baldfaced impersonation.

Claus celeb

The clever elves of adland make Santa top pitchman

By BETSY SPETHMANN

He may be the most popular spokesman ever, despite his weight problem and limited wardrobe.

"If you're going to use Santa, you'd better do it well. It's such a cliche, it had better be different," said Nick Gisonde, exec VP and co-creative director at Backer Spielvogel Bates, New York.

The standard has been set by Coca-Cola Co., featuring the old guy in Christmas advertising since the 1930s. In 1931, it commissioned artist Haddon Sundblom to paint his first portrait of Santa. His paintings of St. Nick in different poses, often with children, dominated the company's holiday advertising for more than three decades.

This year, Coca-Cola Co. and Rich's department stores in Atlanta are selling a stuffed doll modeled after the Santa Mr. Sundblom created (AA, Nov. 28).

Fat and full-size—much bigger than the elf suggested in Clement Moore's 1822 poem, " 'Twas the Night Before Christmas"—the Sundblom Santa formed Americans' perception of the big guy.

Since the 1960s, however, Santa has strayed from drinking Coke—he sipped Schweppes soft drinks in 1981, 7UP in 1984 and hot cocoa with NutraSweet in 1986.

Still, he can't slake his thirst with just anything, especially in Ohio, where state liquor laws prohibit Santa from appearing in beer ads.

Holiday retail sales starting to move up—P. 64

Last year, Anheuser-Busch got coal in its stocking for in-store displays that featured Bud Lite spokesdog Spuds MacKenzie in a Santa-like cap and jacket; the state banned the displays.

The state's adamance shows how seriously consumers (and most advertisers) take Santa's image, one perpetuated by age-old legends. Consider how advertising furthers these favorite Santa Claus myths:

• Santa is the patron saint of children.

Eastman Kodak Co., Mars Inc., McDonald's Corp., Nabisco Brands, Sony Corp. of America and others

(Continued on Page 64)

Special Report

Top worldwide research companies

Ranking of global marketing/advertising/public opinion research industry shows domination by merger and acquisition activity

By Jack J. Honomichl

At the ESOMAR Congress in Lisbon last September, Philip Barnard, chairman of Research International-UK, the Ogilvy Group subsidiary, presented an update on the estimated size of the world market for marketing/advertising/public opinion research which, for 1987, he put at $4.7 billion.

Given all the merger and acquisition activity in recent years, it should be no surprise to learn there now is a concentration of ownership in the industry; the 25 largest worldwide research organizations alone, profiled here for the first time, have 1987 revenues of $2.564 billion, or about 54.6% of the world total.

These companies—with headquarters from London to Lincoln, Neb., from Tokyo to Liechtenstein—through acquisitions, joint ventures, less-than-majority equity interests and licensing agreements, have woven a truly international industry which is mingling more and more as time goes on.

The Top 25 company profiles document these sprawling organizations, their ownership, relationships with other research companies and major services—as well as major moves to date.

Today, if there is a research capital of the world, it is London. The dominant player on the world is Dun & Bradstreet Corp., New York, which has about a 22.6% of the world market through acquisition of the A.C. Nielsen Co. and IMS International. (Runner-up is Control Data Corp., Minneapolis, with a 6.9% share.)

Of the Top 25's aggregate revenues of $2.564 billion, 74% are controlled by 12 organizations, which in turn are subsidiaries of large non-research corporations including WPP Group, the Ogilvy Group, Maritz Inc., Daily Mail and General Trust, Equifax and Addison Consultancy Group—in addition, of course, to D&B and Control Data.

Only four of the Top 25 are still privately held, and they account for just 6% of the $2.564 billion. But be cautioned: Hard data are hard to come by for several reasons.

One is that the financials of 12 of the Top 25 are buried in the revenues of their non-research corporate parents. Another is currency relationships, which have fluctuated significantly over the past 18 months, especially the relationship of the U.S. dollar to foreign currencies including the British pound, German deutschmark and Japanese yen.

Jack J. Honomichl covers the research industry and writes a monthly column for ADVERTISING AGE.

©1987 The Stock Market/Meg Shea

When worldwide revenues are put onto a common U.S. dollar basis, as has been done here, these variations make precise conversions difficult. For this report, average conversion rates for 1987 are used. But overall, the declining value of the American dollar has tended to make foreign research companies loom relatively large, and U.S.-only organizations to shrink in relative size and ranking. If we used today's conversion rates, it would make a significant difference in revenues for some companies.

However, through various sources—such as the ESOMAR Directory of member companies; the public reports of the Association of Market Survey Organizations (AMSO) in the U.K.; the SOGO Reports in Japan and the writings of Thomas Marcotty in West Germany; plus much-appreciated assists from Mr. Barnard of Research International; William "Jay" Wilson, president of Starch INRA Hooper and Masanobu Ishikawa, president of Video Research—profiles and revenue estimates for the Top 25 have been developed with workable accuracy.

(If a Top 25 company made a 1988 acquisition, 1987 revenues of the acquired company were added to its revenues.)

Still, there is one possible omission of consequence: the SEMA Metra Group in France, a public company that owns, among many other things, SOFRES, the third-largest research company (after Nielsen and SECODIP) in France, with annual revenues estimated at $22 million. In addition, SEMA has equity interests in Sobemap in Belgium and SOFEMAS in Spain. Documenting the research revenues of the three SEMA companies is the problem, and they could exceed $24.5 million and justify a place on the Top 25 list.

The 25 largest marketing/advertising/public opinion research organizations in the world, per 1987 revenues (plus acquisitions in 1988), follow:

5 Arbitron Ratings Co.

This New York-based organization, acquired by Control Data Corp., Minneapolis, in 1967, has 1,670 full-time employees and in 1987 had revenues estimated at $155 million. (This does not include the estimated $32 million revenues of Broadcast Advertiser Reports, the largest TV commercial monitoring service, and Radio-TV Reports, which Arbitron acquired in 1987.)

The main business of Arbitron is local market TV, cable and radio audience measurement services, which are syndicated. For radio, 259 markets are measured periodically and 79 year-round, via mail diaries. For TV, Arbitron measures 213 markets (ADIs), 13 of which are measured by a combination of meter panels and diaries. The Denver market was measured by a people meter panel, ScanAmerica, which also ob-

(Continued on Page S-11)

Largest world networks

In addition to the large multinational companies on the Top 25 listing, there are international networks, or associations, comprised of a mix of affiliates and/or wholly-owned or partially-owned subsidiaries. Using central offices, clients can place survey projects around the world through these networks. The largest such networks are listed below.

Research network	No. of countries
Gallup International, London	42
International Research Associates (INRA), a division of Starch INRA Hooper, Mamaroneck, N.Y.	28
Burke International Research, New York. Jointly owned by SAMI/Burke and Infratest	20
Research International, London	20

Research companies

(Continued from Page S-1)
tains electronic measurements (via a hand-held wand) of UPC barcodes on packaged goods brought into the home. In 1988, Arbitron announced plans to roll out the ScanAmerica system nationally, with a five-market Phase II expansion to be completed by 1989.

President of Arbitron and a vp of Control Data is Anthony J. Aurichio, 51.

21 Audits & Surveys Inc.

This privately-held corporation, headquartered in New York City, was founded in 1953. Revenues are estimated at $28.5 million.

A&S is organized as follows: (1) Survey Division—ad hoc sample surveys for consumer and business-to-business, specializing in media audience studies; (2) Test Audit Division—custom audits of product movement at retail, controlled store tests and in-store observation distribution checks; (3) National Total Market Audit—syndicated audit programs including all types of retail outlets (e.g., mass merchandiser, hardware stores, gas stations) relevant to the distribution of the product class being measured, plus an annual sample census of 40,000 retail outlets in the U.S. to establish national projections by type (e.g., barber shops and restaurants) and the extent to which these outlets stock various consumer products; (4) CTIS (Central Telephone Interviewing System)—central telephone interviewing centers in New York, Philadelphia, Chicago and Toronto, equipped with computer-assisted telephone interviewing (CATI) software systems developed by A&S for field and tab work and (5) in Princeton, N.J., a unit specializing in surveys for government agencies.

Overseas, A&S has close links to IPSA S.A. Audits & Surveys Latinamerica, headquartered in Buenos Aires, which does syndicated store audit programs and survey work in South America through subsidiaries in Brazil, Chile, Peru and Uruguay. A&S owns from 30% to 50% equity in each of the IPSA companies. Recently, A&S also established a joint venture program with MRS in Japan, and is just starting a 20-country (Europe and Pacific Basin) program for Coca-Cola to produce tracking studies on soft drink consumption. A&S founder, chairman and CEO is Solomon Dutka, 65.

14 Cecodis S.A.

This corporation, founded in 1963 and headquartered in Chambourcy, near Paris, had revenues of $45 million in 1987. About one-half of its shares are owned by large marketers; 13% is owned by top management and 22% is owned by Pergamon/AGB Research (No. 3).

Secodip, the Cecodis trading company in France, is the second largest marketing/advertising research organization in France (after Nielsen). Its activities include consumer mail purchase panels, retail store audits to track product movement nationally and locally, panels of households with meters (now national but starting to go into local markets) to measure TV viewing, ad hoc surveys and a measurement of ad expenditures similar to BAR in the U.S.

Cecodis has an 85% ownership in Dympanel, a mail purchase diary panel in Spain. Cecodis and Dympanel are currently starting Autoteste, a panel company in Portugal, in which they will have a 36% interest. President of Secodip is Bernard Pinet, 52.

20 Elrick & Lavidge Inc.

Chicago-based Elrick & Lavidge, founded in 1951, is a wholly-owned subsidiary of Equifax Inc., Atlanta, a public company with annual revenues of $738 million.

E&L has annual revenues of $28.8 million, $12 million of that from Quick Test Opinion Centers, Philadelphia, the second-largest data collection network in the U.S. with 21 mall sites (19 with focus group facilities), 6 telephone interviewing centers and 112 full-time employees.

E&L, through a network of seven full-service offices in the U.S., conducts general ad hoc market research in the areas of business-to-business, financial, health care, telecommunications, utilities and litigation.

E&L president is J. Edward Shrawder, 51.

7 GfK Group

This multinational organization, founded in 1934, is an association—GfK Nuremberg E.V.—chartered by the city of Nuremberg, West Germany.

About 700 member companies (manufacturers including Nestle) pay an annual fee to belong to the association, and GfK is charged with being responsive to their marketing information needs, either by building services or making acquisitions. The member companies are not obligated to put research projects through GfK, but are likely to do so. Nonmember companies can use GfK for research.

The operating company, GfK GmbH, headquartered in Nuremberg, has 12 wholly-owned subsidiaries: five in Germany and seven in other countries. GfK also has majority interest in research organizations in ten countries and less-than-majority interest in four others (two headquartered in New York), the latest being IHA (No. 24) in which GfK recently acquired 5% with an option to acquire an additional 20% ownership.

GfK has annual revenues estimated at $102 million, of which 73.4% is from Germany, where there are about 800 GfK employees.

A main activity of the group is the operation of diary-type household purchase panels to

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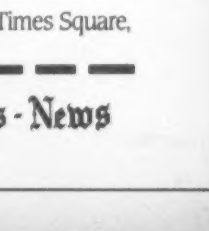

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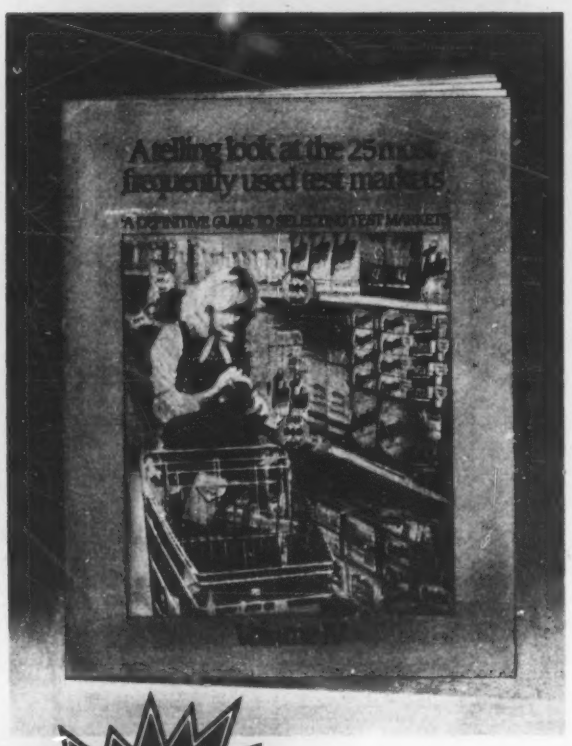

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Research companies

(Continued from Page S-11)
track market size, share and acceptance of new products. GfK subsidiary companies operate such panels in Austria, Belgium, Sweden and in Germany through its independent subsidiary company, G+I Forschungsgemeinschaft fur Marketing.

Other GfK activities include TV audience measurements via panels of metered households, analysis of census data, automotive research, business-to-business research, communications research and general ad hoc marketing research. One unit publishes syndicated analysis reports based on market dimension data from European countries: for instance, a pharmaceutical market analysis for 17 European countries.

GfK has a joint venture with Information Resources Inc. (No. 6) to operate a single-source test marketing facility (a la BehaviorScan) in Germany, and an "agreement to agree" with IRI to set up a separate joint venture organization to build single-source test market systems and syndicated market tracking systems, similar to IRI's InfoScan, in several European countries.

This agreement has not been finalized to date. In addition, GfK is the German market licensee for the ACT TV copy testing methodology of McCollum/Spielman Research, Great Neck, N.Y. Also, GfK has two joint venture projects, NGA and Intelec, with The NPD Group (No. 23) to produce syndicated measures of sporting goods and consumer electronic products in the U.S. and Europe.

CEO of GfK is Werner Ott, 64.

24 IHA Group

IHA (Institute for Household Analysis) with headquarters in Hergiswil, Switzerland, near Lucerne, was founded in 1959 and has revenues of $25.4 million, about 35% of all marketing/advertising/public opinion research expenditures in Switzerland. GfK GmbH Nuremberg (No. 7) owns 5% of IHA with an option to acquire an additional 20%.

Technically, IHA is a corporation, partly employee-owned, which is controlled by the Dr. Manfred Hoessly Foundation for the welfare of employees of Allgemeine Treuhand A.G. (ATAG), a public accounting firm.

IHA Institute for Market Research, the main operating company, has activities organized by (1) household diary purchase panels for consumer packaged goods; (2) medical/pharmaceutical research through panels of drug stores, hospitals, dentists and physicians; (3) panels of retail outlets to collect purchase data on film, consumer electronic products and sporting goods; (4) Invesdata, specializing in data collection, including phone interviewing via computer-assisted telephone interviewing (CATI) systems and; (5) new in 1987, a separate sales service unit that does direct marketing and telemarketing for clients. In addition, IHA, in cooperation with the Swiss Broadcasting Corp. (SRG), operates a system called Telecontrol, which provides electronic measurement of TV viewing from a panel of households.

In 1987, IHA began using in-home, hand-held scanners in panel households to record purchase of packaged goods via scanning of EAN (UPC) barcodes. Also, IHA collects purchase data from panels of EAN scanner-equipped stores for promotion testing.

The GfM Research Institute of the Swiss Marketing Society, founded in 1943, was integrated into IHA in 1975; it specializes in survey research, both consumer and business-to-business. About 31% of IHA revenues are attributable to GfM.

General director and president of IHA's board is Elmer Wohlgensinger, 49.

2 IMS International

This conglomerate, with dual headquarters in London and New York, generated research-only revenues of $297.6 million in 1987, and in 1988 was acquired by Dun & Bradstreet, New York.

Founded in 1954, IMS is a conglomerate with subsidiaries in 64 countries and about 3,600 employees working in its Marketing Research Division, which specializes in pharmaceutical work. Its main clients are nearly 50 drug companies, including Sandoz, Merck & Co., Beiersdorf A.G., Hoffman-LaRoche, Baxter Travenol, Hoechst A.G., G. D. Searle & Co., SmithKline Beckman and Eli Lilly. The North American subsidiary, which accounts for about one-half of the Marketing Research Division revenues, is headquartered in Ambler, Pa.

Syndicated services include ongoing reports on movement of ethical pharmaceuticals, over-the-counter (OTC) pharmaceuticals, medical diagnoses and treatments, medical promotional efforts, hospital laboratory supplies, animal health products and personal care (HBA) products. These systems measure market size and trends, user characteristics, acceptance of new products and impact of promotional efforts.

IMS collects data from panels of physicians (estimated at 100,000), pharmacies, drug wholesalers (estimated at 7,000), hospitals, veterinarians, hatcheries and laboratories. One of its largest services is a territorial analysis for pharmaceutical company sales management.

In addition to the 64 countries where it has subsidiaries, IMS produces data reports on pharmaceutical product movement in an additional 33 countries.

President-CEO of IMS is Serge Okun, 42.

6 Information Resources Inc.

This Chicago-based public company, founded in 1978, has a range of services including: BehaviorScan, a network of nine small communities with single-source date collection systems for advertising, new product and promotion test marketing; InfoScan, a nationwide single-source system for tracking of product movement and share of market that integrates purchase panel data from more than 70,000 households with sales, feature ad, coupon, display and price data from more than 2,400 supermarkets in 44 major metropolitan areas, plus panels from the rest of the U.S.; ASSESSOR simulated test market service and custom research through a subsidiary, the Data Group, Inc., Philadelphia.

In 1987, IRI acquired ABA Groups and IRI/ABA Inc., as it now is called, markets Apollo, a shelf-space management systems that enables retailers and manufacturers to measure and manage the profit performance of retail shelf space.

IRI has a joint venture agreement with GfK (No. 8) to operate a BehaviorScan single-source testing facility in Ludwigshafen, West Germany. Also, IRI has an "agreement to agree" with GfK to set up a new entity to build and market InfoScan and BehaviorScan systems in several European countries. Details have not been finalized. Also, IRI markets software/systems through subsidiaries in the U.K., France and Australia.

IRI has about 900 full-time salaried employees. Founder and chairman is John Malec, 43.

9 Infratest Forschung GmbH. & Co.

This multinational organization, headquartered in Munich, is a private corporation founded in 1947, whose primary business is radio audience research for Bavarian Radio.

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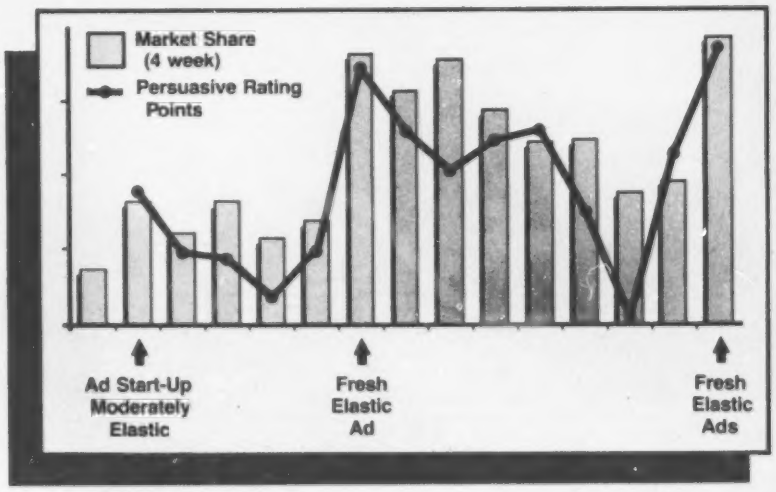

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pany includes six operating units within West Germany, one of which (FMG) in turn has four subsidiaries. In 1980 Infratest acquired, from what was then Burke Marketing Services (now SAMI/Burke, No. 4), full-service research companies in Germany, Sweden, France, the U.K. and Italy, and rights to the Burke name in Europe. In 1987, Infratest and Inter/View, a Dutch organization, formed a holding company, Burke N.V., headquartered in Amsterdam, which expanded the Burke European network to include units in The Netherlands, Belgium and Spain.

In addition, Infratest has joint ownership, along with SAMI/Burke, of Burke International Research, New York, which fields surveys through the European network plus Burke in the U.S. and Canada and other ex-Burke affiliated firms in Japan, Argentina, Taiwan, Australia, Brazil and Venezuela.

Operations in West Germany, which accounted for about 55% of total Infratest revenues of $66.8 million in 1987, include print and electronic media research; the BASES prediction model; research for manufacturers and vendors of equipment and software in the field of information processing; custom ad hoc survey research; corporate image and public opinion research; business-to-business research; and research for the pharmaceutical and automotive industries.

Founders and co-chairmen are Wolfgang Ernst, 66, and his wife, Lena-Renate Ernst.

13 M/A/R/C Inc.

A public corporation founded in 1965, M/A/R/C had total revenues of $58.2 million in the year ending March 31, of which $50.3 million was from marketing research activities. (The balance was attributable to data base management for direct marketing activities.)

M/A/R/C's custom marketing research operation provides full-service survey research, consultation, marketing sciences design and analysis, predictive modeling for new product testing and forecasting, software and facilities management and customer satisfaction measurement programs.

Data collection is via three central telephone interviewing centers totaling 235 CRT-equipped stations; Local Market Network (LMN), an on-line system that electronically ties independent mall or central location facilities, which have an additional 150 phone positions, in 33 markets to M/A/R/C's central computer center; National Neighborhood Panel service based on 38,000 households clustered around 33 LMN sites; and the National Panel, a balanced mail panel of 100,000.

M/A/R/C's automated interviewing and tabulation systems, which can be used to collect date electronically on mini-computers as well as PCs, is used via licensing agreements in eight European countries, and a Chinese language version is in use in Hong Kong.

Chairman-CEO of M/A/R/C is founder Cecil B. "Bud" Phillips, 64.

15 Maritz Marketing Research

Founded in 1973, MMRI is a wholly-owned subsidiary of Maritz, Inc., a privately-held corporation which had an estimated $1 billion in annual revenues and specializes in employee motivation packages.

MMRI, headquartered in St. Louis, has revenues of $38 million, about 41% of which comes from Quality Controlled Services (QCS), the largest U.S. data collection field service with 19 permanent mall locations (plus access to four more), 36 focus group suites and 496 central phone lines.

The full-service segment of MMRI does general marketing research through eight branch offices, the latest in Chicago via acquisition of Alpha Research Group in 1987. In addition to syndicated studies for the agricultural and automotive industries, MMRI conducts new car clinics for auto makers, and revenues from this activity alone were $12 million in 1987.

MMRI president is William H. Lewellen, 57.

16 Market Facts Inc.

This Chicago-based company had revenues of $37.4 million in 1987, including Market Facts-New York, a wholly—owned subsidiary, but excluding Market Facts of Canada, which has annual revenues estimated at U.S. $5.6 million and is 50% owned by Market Facts.

Founded in 1946, Market Facts is a public company with 500 full-time salaried employees. U.S. activities include a 250,000-household mail panel, the Marketest facilities for in-store experimentation, custom ad hoc surveys and TeleNation, an omnibus telephone survey and shopping mall facilities service. There are five full-service branch offices in the U.S.

Chairman-CEO of Market Facts is Verne B. Churchill, 55.

25 MIL Research Group PLC.

This London-based organization, with 1987 revenues of $24.5 million, includes MIL Research Group, London; MIL Research, Chicago; MIL Research Group (Deutschland) GmbH in Cologne; and Market Measures, West Orange, N.J., a company specializing in market research for the pharmaceutical industry; plus several other small research operations in the U.K.

business is in syndicated and ad hoc research for consumer products, especially automotive products; healthcare, primarily ethical pharmaceuticals and diagnostic equipment and industrial products, primarily information technology equipment.

Approximately 65% of U.K. revenues come from automobile manufacturers, and almost all the European manufacturers

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are clients. Services include CAR Park, an annual image study of manufacturers among car owners in 12 European countries, and CAR Buyer Survey, which profiles purchasers of new cars.

Founder and chairman-CEO of MIL is Rudolph W. Goldsmith, 62.

12 MRB Group Inc.

MRB, a subsidiary of JWT Group, New York, became part of WPP Group, PLC, a London-based marketing service conglomerate, when WPP purchased JWT in 1987. MRB annual revenues of $61.1 million came from two U.S. units, Simmons Market Research Bureau, New York, and Winona Market Research Bureau, Phoenix; British Market Research Bureau, Mass-Observation and MRB International in London; Basisresearch in Frankfurt, West Germany; Hellas MRB in Athens and Japan MRB in Tokyo. During 1987, MRB divested two units, Market Behavior in London and MERAC in Bahrain.

Simmons, largest of the units, conducts an annual U.S. survey, "Study of Media & Markets in the U.S.," including exposure to media, brand usage and financial services. It also conducts syndicated and ad hoc newspaper audience research, and a custom survey division does general marketing research. Winona, with offices in Phoenix and Minneapolis, does telephone survey work and in-store studies. About 63% of MRB revenues come from the U.S.

MRB Group, with 642 full-time employees, is headquartered in New York. Chairman-CEO is Frank Stanton, 57.

1 Nielsen

Two units of what was A.C. Nielsen Co. before its acquisition by Dun & Bradstreet Corp. in 1984—Nielsen Marketing Research Group and Nielsen Media Research—had revenues estimated at $765 million in 1987, about 60% coming from subsidiaries in 26 countries outside the U.S.

(D&B also owns IMS International, ranked No. 2, and in 1987 tried to acquire Information Resources Inc. No. 6, a move blocked by the U.S. for possible restraint of trade.)

Nielsen Media Research in the U.S. operates a national panel of 4,000 households with people meters to measure TV audience size and viewing habits. It also operates local-market meter panels in 17 markets. Overseas, Nielsen Marketing Research has TV audience measurement systems in Japan, France, Canada, Finland, Colombia, Mexico and Greece.

Nielsen Marketing Research USA operates two national product movement tracking services: National Food and Drug Index, based on invoice audits of retail outlets, and Scantrack/ScantrackPlus, which operates panels of UPC scanner-equipped supermarkets in 50 markets. Also, a new unit, NPD/Nielsen (Nielsen acquired the Packaged Goods Division of NPD, No. 23, in 1987), is building a national 15,000-household Scantrack Household Panel system in which households will be metered to capture TV viewing data and purchases of packaged goods will be measured in-home via the use of a hand-held scanner wand.

Also in 1987-88, Nielsen Marketing Research closed down its ERIM single-source test marketing facilities; acquired MAJERS, an Omaha, Neb.-based company specializing in supermarket promotion measurements; acquired a research company in Finland; took an equity position in Metaphor Computer Systems, Mountain View, Calif., a company specializing in information delivery systems development, and in the U.K. acquired Syndicated Data Consultants, from NOP Market Research (No. 19) and Penarvon PLC., Gwent, Wales—both specializing in retail audits of product movement.

Nielsen Marketing Research Group subsidiaries around the world offer a mix of survey research, market tracking systems and test market facilities, with each country's lineup being unique.

Chairman-CEO is John C. Holt, 49, who also is an exec-vp of Dun & Bradstreet.

19 NOP Group

This London-based organization, founded in 1957, became a commercial market research company in 1965, a unit of Associated Newspaper Holdings, which recently was acquired by Daily Mail & General Trust.

NOP includes NOP Market Research, specializing in ad hoc and omnibus surveys, qualitative research, studies for governmental agencies and an outdoor advertising audit; Survey Research Associates, a general market research company; Fieldwork International; Burns Research Partners, a unit specializing in qualitative research; Numbers, an EDP bureau; and, in the U.S., R. H. Bruskin Associates, New Brunswick, N.J., acquired in 1986. In 1987, NOP sold a subsidiary, Syndicated Data Consultants, a store audit specializing in cosmetics and toiletries, to Nielsen (No. 1).

NOP's total revenues are $29.7 million, of which about 73% is in the U.K. Chairman is John H. Barter, 54.

23 NPD Group

This conglomerate, a privately-held corporation, had revenues of $25.7 million in 1987, 97.7% from U.S. activities.

Headquartered in Port Washington, N.Y., NPD services include syndicated market tracking services, utilizing mail diary panels and/or store audit data for industries including toys, apparel, textiles, sporting goods, jewelry, automotive products, consumer electronic products and the in-home consumption of foods/beverages and custom survey/modeling services through its 200,000-household HTI panel and telephone interviewing capability.

In 1987, NPD acquired Smart, Inc., a research company specializing in the sporting goods field, and in 1988, Marketing Network, an Atlanta-based telephone survey company.

Through GfK (No. 8), NPD has a joint venture called NGA to report the movement of sports products in the U.S. plus Europe. Another joint venture, Intelec, with Gfk and TRM in Japan, reports on the movement of consumer electronic products. NPD has a minority position in International Surveys, Toronto, the leading Canadian mail diary panel company.

President-CEO of NPD is Tod Johnson, 43.

3 Pergamon/AGB PLC

This conglomerate, founded as a survey firm in 1962 by Messrs. Audley, Gaper and Brown (hence, AGB), went public in 1970 and, through the acquisition of about 60 companies, has built a multinational (21-country) operation that had research-only revenues of $195 million in 1987, 58% of which came from U.K. operations. About 20% came from a U.S. subsidiary, NFO Research, Greenwich, Conn., which was acquired in 1982.

This year, AGB was acquired by Robert Maxwell, British printing-publishing baron, through a Maxwell operating company, Pergamon Professional & Financial Services, London, and that plan called for merging the two into a new public company, Pergamon/AGB PLC, controlled by the Maxwell Foundation, Maxwell's holding company headquartered in Liechtenstein.

In the U.K., AGB is basically a panel company, with syndicated systems measuring the purchase of consumer packaged goods and appliances and the measurement of TV audience viewing with people meters. Also, in the U.K., AGB does ad hoc survey work.

AGB has TV audience measurement systems in 13 countries from Hong Kong to Italy, some of which are meter panels, some people meter panels and some mail diary panels. (Another partly-owned U.S. unit, AGB Television Research, which was established to provide national TV audience measurement services in competition with Nielsen, is in the process of being closed down.)

Around the world, AGB owns GFM-Getas, Hamburg, the fifth-largest research company in West Germany; 22% of Cecodis S.A. (No. 14) in France and 66% of ASI Market Research in Japan. A network of subsidiaries, including AGB/SRG, has operations throughout the Pacific Basin including Singapore, Taiwan, the Philippines, Australia and New Zealand. A subsidiary in Hong Kong conducts syndicated surveys in mainland China.

Chairman-CEO of the newly-formed Pergamon/AGB PLC is Sir Bernard Audley, 64, chairman and one of the founders of AGB.

8 Research International

This custom ad hoc survey research organization, headquartered in London, was put together and owned by Unilever until 1987, when it was

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acquired by the Ogilvy Group, New York. Annual revenues are $93.1 million, of which about 27% is in the U.K. and 26% in the U.S.

RI operates through subsidiaries in 14 countries plus associates, who pay a management fee and can use the RI name, in five other countries. Wholly-owned subsidiaries in the U.S. are Decisions Center, New York, acquired in 1987, and Cambridge Reports, Cambridge, Mass., acquired in 1988.

RI has 1,060 full-time employees and does survey work in 35 countries. Through acquisition from Interpublic, RI owns rights to the Marplan name in Germany and the U.K. Last month, RI announced its intention to sell Marplan Ltd., the U.K. unit, to the Reflexions Group, A British qualitative research company. Chief exec of RI is Ian M. Hunt, 57.

4 SAMI/Burke INC.

This Cincinnati-based organization, created through a merger of SAMI Inc. and Burke Marketing Services, was acquired by Control Data Corp. in 1987. Revenues are estimated at $170 million for 1987.

Activities break down as follows: SAMI, whose basic business is syndicated tracking services for packaged goods, has the traditional SAMI warehouse withdrawal service furnishing 28-day reports on 54 SAMI market areas for some 500 product classes, plus the SAMSCAN service that collects data from panels of UPC scanner-equipped supermarkets in 48 markets; the BASES Group, a modeling organization to support product, promotion, advertising and competitive strategy decisions; the Test Marketing Group, which employs the four AdTel markets, controlled store testing, and—in some markets—advanced technology (i.e., TV meter households) to provide services for new product, advertising and promotion evaluation; Burke Marketing Research, which specializes in full-service surveys and field and tab projects, and the Burke Institute, which produces academic courses on a variety of research methodologies.

Along with Infratest (No. 9), Burke is part-owner of Burke International Research, New York, which coordinates ad hoc survey projects in 40 countries. SAMI/Burke owns a subsidiary, Burke International Research, Agincourt, Ont. President of SAMI/Burke is Jack E. Brown, 44.

17 Social Research Institute

This privately-held corporation based in Tokyo has among its major shareholders three Japanese banks and three insurance companies. Total revenues are estimated at $82.6 million, with about 61% derived from such things as EDP services and data base management.

The balance, estimated at $32.5 million, comes from consumer marketing research activities such as syndicated surveys; panels of drug stores which are audited to measure product movement and share of market; and mail panels, including a large household consumer panel to measure consumer packaged goods purchases.

President of SRI is Hisao Tajima, 63.

18 SRI Research Center

The parent of this Lincoln, Neb.-based company is Selection Research Inc., a privately-held corporation, which has annual revenues estimated at $45 million. The SRI Research Center, Inc. has survey research revenues estimated at $32 million, including those of Tarrance, Hill, Newport & Ryan, a political and public affairs survey research company in Houston that was acquired in 1987, and the Gallup Organization, Princeton, N.J., acquired in 1988. These two units account for about 44% of the SRI Research Center revenues.

In Lincoln, SRI has a central telephone interviewing facility with about 220 stations (part of which is now being converted to CATI), and its specialty is survey work. Also, SRI does TV copy testing, advertising image and effectiveness studies, consumer research for hospitals and financial institutions and audience research for radio/TV stations. The Gallup unit specializes in custom ad hoc and shared-cost survey work.

The parent company, Selection Research, specializes in people/organizational studies—employee morale, productivity, customer orientation, integration of new staff and internal communications. CEO of SRI Research Center is James K. Clifton.

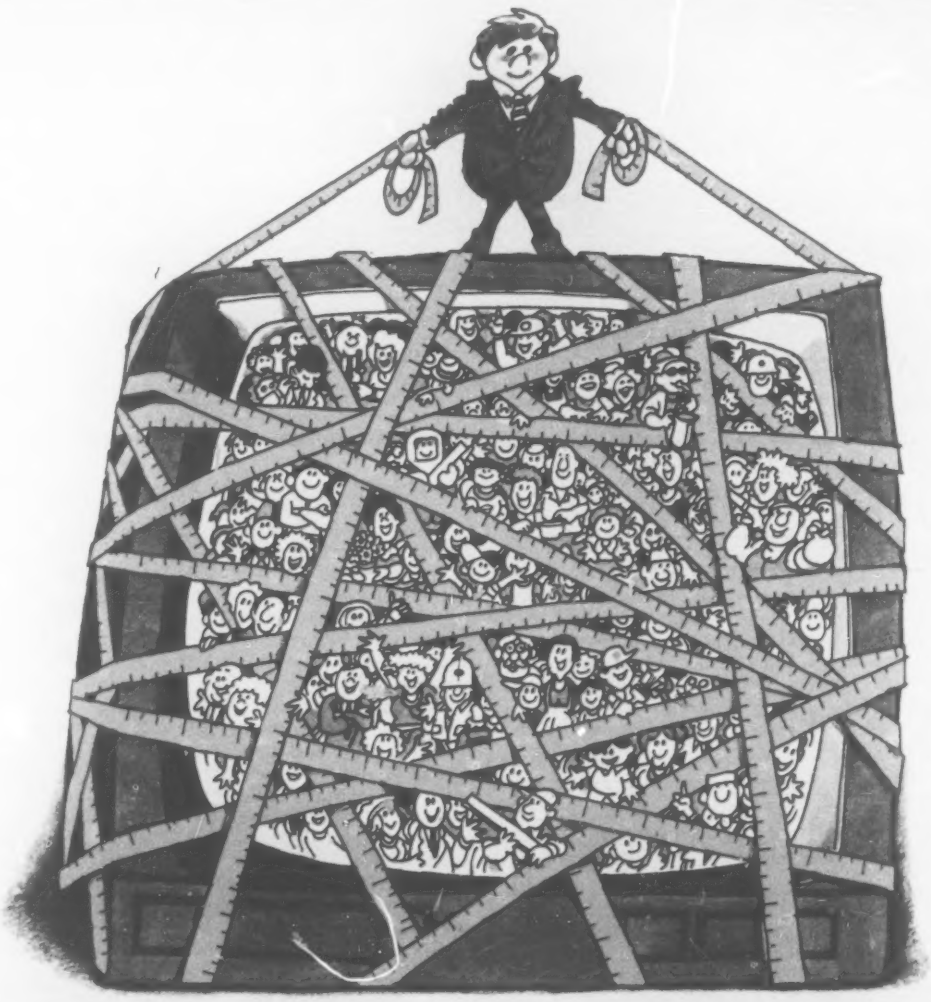
22 Taylor Nelson Group/ MaS Group

Addison Consultancy Group PLC, a London-based conglomerate consisting of advertising agencies, public relations and design companies and a marketing research division, has revenues of about $142 million.

The marketing research units are Taylor Nelson Research (acquired in 1986); MaS Group; Vepro in France and NOVA Research, a San Francisco-based group specializing in package design research, which was acquired when Addison acquired AIDCOM. In total, these units have annual revenues of $28 million.

Taylor Nelson Research, headquartered in Epson, Surrey, U.K., operates the Family Food Panel, an ongoing study of in-home food/beverage preparation/consumption; DataPlus, a field and tab operation; syndicated omnibus surveys in the financial community; media studies; a Personal Care Panel that reports on usage of products for hair, skin and teeth; a unit specializing in medical/healthcare research; and package design. MaS, based in London, is a full-service survey company with omnibus surveys.

Elizabeth Nelson, 57, one of the founders of Taylor Nelson,



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Top 25 research companies worldwide

Rank	Organization, Location	Research only revenues* ($ mill.)	Number of countries (subsid.)	Chief executive	Parent company, location
1	**Nielsen,** Northbrook, Ill.	$765.0	27	John C. Holt	Dun & Bradstreet, New York
2	**IMS International,** New York & London	297.6	64	Sergio Ghini	Pen & Bradstreet, New York
3	**Pergamon/AGB,** London	195.0	21	Sir Bernard Audley	Maxwell Foundation, Liechtenstein
4	**SAMI/Burke,** Cincinnati	170.0	2	Jack Brown	Control Data Corp., Minneapolis
5	**Arbitron Ratings Co.,** New York	155.0	1	Anthony J. Aurichio	Control Data Corp., Minneapolis
6	**Information Resources,** Chicago	105.5	1	John Malec	Public company, Chicago
7	**GfK Group,** Nuremberg	102.0	11	Werner Ott	Public association, Nuremberg, W. Germany
8	**Research International,** London	93.1	14	Ian Hunt	The Ogilvy Group, New York
9	**Infratest,** Munich	66.8	6	Lena-Renate Ernst, Wolfgang Ernst	Privately-held corporation, Munich, W. Germany
10	**Video Research,** Tokyo	65.8	1	Masamoto Ishikawa	Public company, Tokyo
11	**WESTAT,** Rockville, Md.	61.3	1	Joseph A. Hunt	Employee-owned, Rockville, Md.
12	**MRB Group,** New York	61.1	5	Frank Stanton	WPP Group, London
13	**M/A/R/C,** Irving, Texas	50.3	1	Cecil B. Phillips	Public company, Irving, Texas
14	**Cecodis,** Chambourcy, France	45.0	2	Bernard Pinet	Closely-held corporation, Chambourcy, France
15	**Maritz Marketing Research,** St. Louis	38.0	1	William H. Lewellen	Maritz Inc., St. Louis
16	**Market Facts,** Chicago	37.4	2	Verne P. Churchill	Public company, Chicago
17	**Social Research Institute,** Tokyo	32.5	1	Hisao Tajima	Privately-held corporation, Tokyo
18	**SRI Research Center,** Lincoln, Neb.	32.0	1	James K. Clifton	Selection Research, Lincoln, Neb.
19	**NOP Market Research,** London	29.7	2	John Barter	Daily Mail & General Trust, London
20	**Elrick & Lavidge,** Chicago	28.8	1	J. Edward Snowden	Equifax, Atlanta
21	**Audit & Surveys,** New York	28.5	1	Solomon Dutka	Privately-held corporation, New York
22	**Taylor Nelson/MaS Group,** Epsom, Surrey	28.0	2	Elizabeth Nelson	Addison Consultancy Group, Epsom, Surrey, U.K.
23	**The NPD Group,** Port Washington, N.Y.	25.7	1	Tod Johnson	Privately-held corporation, Port Washington, N.Y.
24	**IHA Group,** Hergiswil, Switzerland	25.4	1	Elmar Wolfgensinger	M. Hoomly Foundation, Hergiswil, Switzerland
25	**MIL Research Group,** London	24.5	3	Rudolph W. Goldsmith	Public company, London

Source: Jack Honomichl survey for Advertising Age. Notes: *Revenues. These are, as best can be determined, 1987 research-only revenues (turnover) for calendar 1987 plus revenues for any organizations made during 1988 so far. Some of these organizations have higher total revenues when non-research activities are included, as is explained in the company profiles. Because of currency fluctuations during 1987, some foreign-based companies' figures are approximations.

Research companies

serves as chairman of the Taylor Nelson Group and as one of three directors on the Addison board. She is a native of New Hampshire.

10 Video Research

This company, which started in 1962 as a TV audience measurement service, now has a variety of research services and annual revenues of $65.8 million, all in Japan.

Originally funded by Dentsu Inc., the giant Japanese advertising agency that still owns 36% of VR's stock, VR has 24 corporate stockholders, mostly broadcasting companies and ad agencies, plus Toshiba Inc. (In addition to its stake in VR, Dentsu also owns Dentsu Research, the fourth-largest Japanese research company, with annual revenues of about $120 million.)

Today VR, in addition to TV meter panels for audience ratings, conducts radio audience research, public opinion surveys, new product development studies, ad effectiveness and creativity studies, company image surveys and sales promotion effectiveness studies. Most clients are advertising agencies and TV stations.

VR operates a single-source test marketing system, VR homeScan, which relates TV viewing to product purchasing with a UPC scanner used in-home to record product purchases.

VR has seven branch offices in Japan and 264 employees. President is Masanobu Ishikawa, 61.

11 WESTAT Inc.

This organization, which is headquartered in Rockville, Md., is an employee-owned corporation with almost all of its 520 full-time employees holding shares.

WESTAT, founded in 1961, is unique in that almost all its survey work is for agencies of the federal government, and in a given year there are about 320 projects, some of which span two or more years. (For instance, a current project is the National Medical Expenditures Survey sponsored by the Department of Health & Human Services on which WESTAT is prime contractor.)

Revenues in 1987 were $61.3 million, including those of a subsidiary, Crossley Surveys, New York, which WESTAT acquired in 1983.

Data collection is through a central telephone interviewing facility (104 stations) in Rockville, plus door-to-door, most of which moves through WESTAT's 12 field supervisor offices and an interviewing staff of 270, most of whom work only for WESTAT.

President-CEO is Joseph A. Hunt, 52, and Edward C. Bryant, 72, a founder of the company, is chairman emeritus.

Executive editor-Features/Special Report Robert Goldsborough coordinated this report on Marketing/Advertising Research.

Coming

Next week ADVERTISING AGE's Special Report will focus on **Packaging.**

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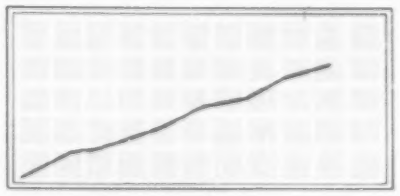

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Dow Spiffits cleaners court working women

By LAURIE FREEMAN

DowBrands is betting $18 million on a new product aimed at making next year's spring cleaning chores easier.

The division of Dow Chemical Co., formerly known as Texize, will introduce nationally Spiffits, five household-cleaning products that combine cleaners with disposable cloth towels.

"The core of the concept is one-step cleaning," said Susan Crow, group product development manager. "It's particularly relevant for today's working women who have less time to clean and are willing to pay a premium for convenience."

In the $18 million campaign, created by Henderson Advertising, Greenville, S.C., a 45-second umbrella spot introduces the entire family of Spiffits: a soft scouring cleanser, glass cleaner, furniture polish/cleaner, multipurpose cleaner, and bathroom cleaner.

Five 15-second spots each feature a different Spiffits variety.

The national TV campaign, which breaks in May, will be supported through the summer by print ads, couponing and sampling. Spiffits will ship to retailers in March.

While "convenience cleaning" has been a buzz word among household-cleaning product marketers for most of the 1980s, few new products have met consumers' desire to give the house a quick once-over.

Trade materials say Spiffits, priced at about $2.50, will single-handedly create a $100 million cleaning category for moist towels.

Working women, who comprise more than 53% of the nation's work force, have less time to spend cleaning and each year appear less inclined to devote leisure time to clean the house (AA, April 4).

As a result, sales of household cleaners have declined. The category posted sales of $581 million last year, down 0.3% from 1985, while volume dropped 5% to 460 million units, according to SAMI/Burke.

The closest competitor to Spiffits is Once Overs, a disposable bathroom cleaning towel that Kimberly-Clark Corp. has been testing since October 1987 (AA, Oct. 5, *et seq.*).#

Julie Liesse Erickson in Chicago contributed to this story.

Ad jobs

(Continued from Page 3)

while three others increased their head counts by 1.9% to 4.9%.

In two previous surveys, covering the November 1987-to-March 1988 period and the January 1987-to-November 1987 period, seven of the top 10 also reported cutbacks. While gains came mainly from new business, cutbacks tended to stem from belt-tightening measures, not merely lost accounts.

The new results mark a continuation of the slow downward trend of the past two years. From November 1987 to last March, the count dropped 3%.

Rankings compared with those compiled in March showed J. Walter Thompson USA moving to fifth place from sixth in total advertising employment, switching spots with Grey Advertising, on the strength of 92 jobs added from several new-business gains during 1988. That brought JWT's total to 1,996.

The new JWT figure, representing the largest single hiring increase among the top shops in the March-to-November period, still remains lower than the agency's job count of 2,200 in January 1987, when JWT still handled the $200 million Burger King Corp. account. The Burger King loss prompted a series of layoffs at the agency.

The only other gainers among the 10 largest employers were No. 4 Leo Burnett USA, up 4.1% on the strength of new-business wins, and No. 7 McCann-Erickson Worldwide, up 1.9%. Both Burnett and McCann reported gains in the November 1987-to-March survey periods as well.

Bozell, Jacobs, Kenyon & Eckhardt, following cost-cutting measures imposed with its leveraged buyout this year from Lorimar Telepictures Corp., dropped from eighth to 10th place, losing 112 jobs, or 6.4% of its work force. That was the biggest change among the top 10 agencies.

As a result, Saatchi & Saatchi Advertising and D'Arcy Masius Benton & Bowles moved up a notch, to eighth and ninth place, respectively. Saatchi's employee total was down due to the loss of $80 million in RJR Nabisco business, much of which went to No. 2 Foote, Cone & Belding. That agency nonetheless reported a 0.9% employment drop.

Young & Rubicam stayed on top despite a 1.1% employment drop, while Ogilvy & Mather remained No. 3.#

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For the Record

JOS. E. SEAGRAM & SONS' elimination of half of its product line probably won't affect its ad agency lineup, a company spokesman said. Seagram's agencies are Ogilvy & Mather; DDB Needham Worldwide; Wells, Rich, Greene; and Pedone & Partners, all New York. Seagram last week announced that it's stopping production of two brands, giving up marketing rights to four brands, and will sell 18 others. The move is part of a larger industry trend to concentrate on premium spirits with high margins. Industry observers speculate a smaller company specializing in price brands or a foreign concern might buy some of the largely unadvertised brands.

KIDDER, PEABODY & CO., New York, is reviewing seven agencies for its consolidated $5 million corporate and national sales accounts. Doremus & Co., which currently handles corporate, and Margeotes/Fertitta & Weiss, which does national sales, are in the review. Ammirati & Puris; Grace & Rothschild; Jordan, McGrath, Case & Taylor; Hill, Holliday, Connors, Cosmopulos; and Lord Einstein O'Neill & Partners also will take part.

MFI FURNITURE GROUP, London, added **Geers Gross** to its agency roster. Geers Gross will handle TV, color print media buying and Hygena furniture. Incumbent Brunning Group, which previously had handled MFI's entire $14 million account, will keep b&w print advertising.

THE CHICKEN WARS are still cooking. A. Copeland Enterprises, parent of Popeyes Famous Fried Chicken & Biscuits, extended until Dec. 16 its $8-a-share tender offer for Church's Fried Chicken. As of Nov. 30, 40% of Church's 36.6 million outstanding shares had been tendered. Church's says it's begun discussions with unnamed third parties. Separately, Holly Farms Corp. said its board will meet to consider a cash tender offer of $54 per share from Tyson Foods. The Tyson offer expires Dec. 16. Holly Farms already has agreed to be bought by ConAgra in a friendly stock swap that's valued at between $55 and $58 a share, or about $995 million. Tyson is challenging the Holly Farms-ConAgra deal in court.

THE U.S.S.R. CHAMBER OF COMMERCE & INDUSTRY is spending $600,000 for three weeks of print ads for the first Soviet Export Goods Exhibition, to be held Dec. 8 to 20 in New York. V/O Vneshtorgreklama, Moscow, created the ads.

CONTINENTAL AIRLINES last week set off a limited round of fare wars aimed at leisure travelers to Florida. A $2 million print and TV campaign from N W Ayer, Houston and New York, is themed "Hot fun in the wintertime."

NEW CAMPAIGNS: **Eastman Kodak Co.** on Dec. 3 broke three new 30-second network TV spots featuring Bill Cosby for its Colorwatch film processing system. Print supports. J. Walter Thompson USA, New York, handles. . . . **Barton Beers** and **Gambrinus Importing Co.** have kicked off the first holiday TV commercial for Corona Extra beer, via Campbell-Mithun-Esty, Chicago. . . . **Procter & Gamble Co.** has begun a TV campaign for Crest tartar-control toothpaste, featuring celebrity spokeswoman Lena Horne. D'Arcy Masius Benton & Bowles, New York, is the agency.

ACCOUNT ACTIVITY: **Washington Dairy Products Commission**, Seattle, narrowed contenders for its $4.2 million account to incumbent Ehrig & Associates and Elgin Syferd. . . . **First Bank System**, Minneapolis, is reviewing agencies for its estimated $2 million Twin Cities consumer banks account, sources say. Carmichael Lynch resigned the account in September and declined to join the review. . . . **Zebco**, Tulsa, Okla., to **Carmichael Lynch**, Minneapolis, from Ackerman, Hood & McQueen, Tulsa, for its $5 million-plus fishing equipment account.

WORTH NOTING: **Omnicom Group**, New York, bought the Schechter Group, a design company that will become part of Omnicom's Diversified Agency Services unit. . . . **Ramey Communications** and **Ruud & Partners**, both Los Angeles, will merge Jan. 1 to create Ramey Ruud & Partners. . . . **Heublein** added Dennis Miller of NBC-TV's "Saturday Night Live" to its Jose Cuervo tequila campaign via Young & Rubicam, New York. . . . **Maserati Automobiles** is sponsoring the launch of the paperback novel "Power City" by BethAnn Herman, which extols the Italian import's virtues in an expose about the Hollywood public relations business. The Martin Agency, Richmond, Va., handles Maserati. . . . **Eveready Battery Co.** will buy COFINEA, France's top battery marketer.

Premiums for :15s may fight clutter

(Continued from Page 3)

would have to make our search for alternative media even more accelerated [than it already is]. Network prices have gone up so much more . . . than food prices; we can't sustain further price increases."

"It will be an uphill battle" for the networks, said Chuck Lanphear, media director of Heinz USA. Nearly 40% of his company's commercial units are :15s.

"With ratings declines, the networks are not selling the most attractive vehicle," he said. "Although advertiser demand is still relatively strong, so they've still got a card to play."

Mr. Lanphear added that unless "all three networks ask for a premium at the same time, it's not likely to happen."

Nevertheless, Mr. Lanphear and others believe some form of premium is inevitable.

"The real question is where it will all net out," he said. "This is strictly a guess, but I think premiums will be modest—maybe 55% the cost of a :30—although the networks will start out asking 70% because many people judge the effectiveness of :15s" to be 70% that of a :30.

Ace Hardware Corp. is likely to feel particularly pinched by CBS' decision. Its latest campaign—again featuring John Madden—will break at Christmas, and all the spots are :15s scheduled mostly for sports.

"If [networks] put a premium price on the 15-second spot, it becomes less attractive. . . ."

So far, the company hasn't assessed the impact of the price increases. Art Pierson, principal and creative director for Ace's agency, Pierson & Flynn, Chicago, said it's "just too early to tell" what the impact will be.

Other advertisers said the move to premiums, while of concern, was secondary to the problem of increased clutter that :15s have posed. Commercial cluster "overload" is of greater concern to advertisers than a price increase, said a media director for a major package-goods company who asked not to be identified.

"The amount of minutes devoted to commercials hasn't increased, but it seems like it has when you're running more and more :15s within a pod," he said. "Everyone's concerned about pod overload. This will come back to haunt everybody."

He said he wasn't convinced higher prices for :15s will do much to solve clutter.

Jay Kuhnie, national ad manager for Chrysler Corp.'s Dodge, said the :15s have "added to the clutter and have helped push consumers into zapping" past commercials.

Robert Bolte, director of media services at Clorox Co., said the move to charge premiums for :15s "doesn't surprise me whatsoever."

Because the networks are limiting the supply of available 15-second slots—there's a limit of five commercial messages per pod—and because advertiser demand is strong, the networks can charge a premium and get it, he said.

"It's expected," he said. "We don't like it, but it's a free marketplace."

If the economy remains strong, Mr. Bolte said, and if demand for the :15s remains high while network and agency concern about clutter continues, then premiums will become a part of doing business.#

Contributing to this story were Scott Hume in Chicago, Raymond Serafin and Patricia Strnad in Detroit, Laurie Freeman in Washington and Ruth Stroud in Los Angeles.